



City of Los Altos

Parks
Make
Life
Better!

Parks and Recreation Commission
May 12, 2021

Recreation Contract Instructor Program

Presented by
Bridget Matheson, Recreation Supervisor



Seasons:

- Fall
- Winter
- Spring
- Summer



Contract Instructors

Individual, Commercial or Non-Profit - Paid or Volunteer

60% to Instructor: class cost, description, material fees, min/max number of participants

40% to City: facility, registration, marketing, roster, payment, admin

***Exceptions: Own Facility, Virtual, etc.**



Instructors Wanted

- City Website
- Direct communication from the community
- Social Media
- Target Marketing
- Networking with other Cities
- Classified Ads



Class Priority List

Assessment

- Sept/Oct 2020 Survey
- Stakeholders
- Networking
- Staff Feedback
- Community Feedback
- Evaluations
- Trends

Adults		Fitness (Zumba, Bootcamp, Yoga, Running)
Adults		Outdoor/Nature (Environnemental, Nature Camps, Climate)
		Outdoor/Sports (Tennis, Soccer, Running, Hiking)
		Lecture Series
Teen Programming	Cooking Classes	Arts (Dance, Music, Art, Theater)
Tween/Teens	Homework Time	Cooking Classes
Tween/Teens	Gaming Activities	Cultural (Tahitian Drumming, Hot Hula, African Drumming)
Tween/Teens	Outdoor/Nature (Environnemental, Nature Camps, Climate)	Foreign Language Classes
Tween/Teens	Outdoor/Sports (Skateboarding, Tennis, Soccer, Baseball)	Home Improvement Classes
Tween/Teens	Life Skills	Exploring the <u>internet</u> :How to verify people/information
Tween/Teens	Basics of sewing	Helping with translation for parents
Tween/Teens	Keeping track of finances	
Tween/Teens	Stranger Danger	
Tween/Teens	Just Say No <u>To</u> Bullying (Virtual or in-person)	
Tween/Teens	Exploring the internet: How to verify people/information	
Tween/Teens	Resume/Career Building	
Teens	College Prep/College Fair	
Teens	Fitness (Zumba, Bootcamp, Yoga, Running)	Adults (18-65)
Tween/Teens	Arts (Dance, Music, Art, Theater)	All ages
Tween/Teens	Cultural (Tahitian Drumming, Hula, African Drumming)	
Tween/Teens	Volunteer Opportunities	
Tween/Teens	Leadership Skills	15+
Tween/Teens	Build your own business	All ages
Tween/Teens	Women in power	All ages
		Mommy and me
		Mommy and me
		Parent Support
		Single and Mingle Activities (Wine Tasting, Speed Dating)
		Fitness Athon (Invite different fitness instructors to do parts of class as an activity.)
		College Fair/Career Fair
		Intergenerational -Buddy-Career Path-Stories from their youth
		Coming to America-Seniors tell their stories arriving to U.S.
		Mommy and me classes, <u>lunch</u> and play,
		Early learning for parents to be
		Strengthening families

INSTRUCTOR/CLASS FEEDBACK



Survey created
(Evaluations)



Distribution process
through **CIVICRec** for
participant Feedback



Call for Classes



Suggestion box
(pre-COVID)



Direct calls or email



COVID IMPACTS

Pre-COVID

50+ Instructors

Class & Camp Revenue \$837,539

Adult Class Revenue \$188,578

During COVID

16 to 20 Instructors

Class & Camp Revenue \$320,370

Adult Class Revenue \$119,124



Contract Instructor Requirements

- Class proposal packet
- Meeting/Interview
- Class Categories:
 - Special Interest
 - Sports & Fitness
 - Senior Classes
- Resident/Non-Res Fees

- Must be 18+
- Insurance Requirements
- Fingerprints
- TB Test
- W-9
- Contract



Onboarding

- Paperwork Completed
- Instructor Handbook
 - Expectations
 - Policies & Procedures
 - Marketing Tips
- Class Template Deadlines
- Payment Schedule
- Check-in





THANK YOU!

Questions?

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